

## CHECKLIST FOR HARD TO RENT PROPERTIES

ADDRESS:

DATE:

- Reduce the price.
- Call owner more (2-3 times per week).
- Advise the owner, if we do not rent the property this week then next week the price may need to be changed (lowered).
- Leasing Manager / Property Manager to do Inspections so I'm able to advise prospective applicants about the property and be more informative with owners.
- Ensure vacancy description is correct and appealing (in the right order, not missing any features).
- Check the order and quality of your pictures in reach – best pictures first, most unappealing (bathrooms, bedrooms or outside of house if unattractive) last.
- Feature listings in realestate.com.au
- Add your details to the website listings for prospective tenants to contact you about the property so you call sell the benefits.
- Property of the week displayed on front bench in reception.
- Ask New Business if we can make it a Rental Rewards Property.
- Check to see if 'For Rent' sign is there.
- Schedule more open for inspections.
- Properties situated around the university – advertise rental property on websites UQ Accomodation.
- Send corporate flyers to relocation agencies only for upmarket properties.
- Visit database of all the enquiries collected.
- .Use partner agents.
- Ads in the Courier Mail.
- Letterbox flyer around property / complex (great listing tool as well).
- Tell the PM to call them.
- Inform the owner of last 14 properties we have rented to ensure they know that market is still boyant.
- Send an activity report from realestate.com.au.
- Send an e-brochure for the property from REA – Cost dependant on the number of brochures sent.
- realestate.com.au:
  - feature
  - full address
  - address no number
  - suburb
- Ask the owner if they think we could be doing anything else to rent their property.
- Ask the owner if they would consider Professional Photos for the property.